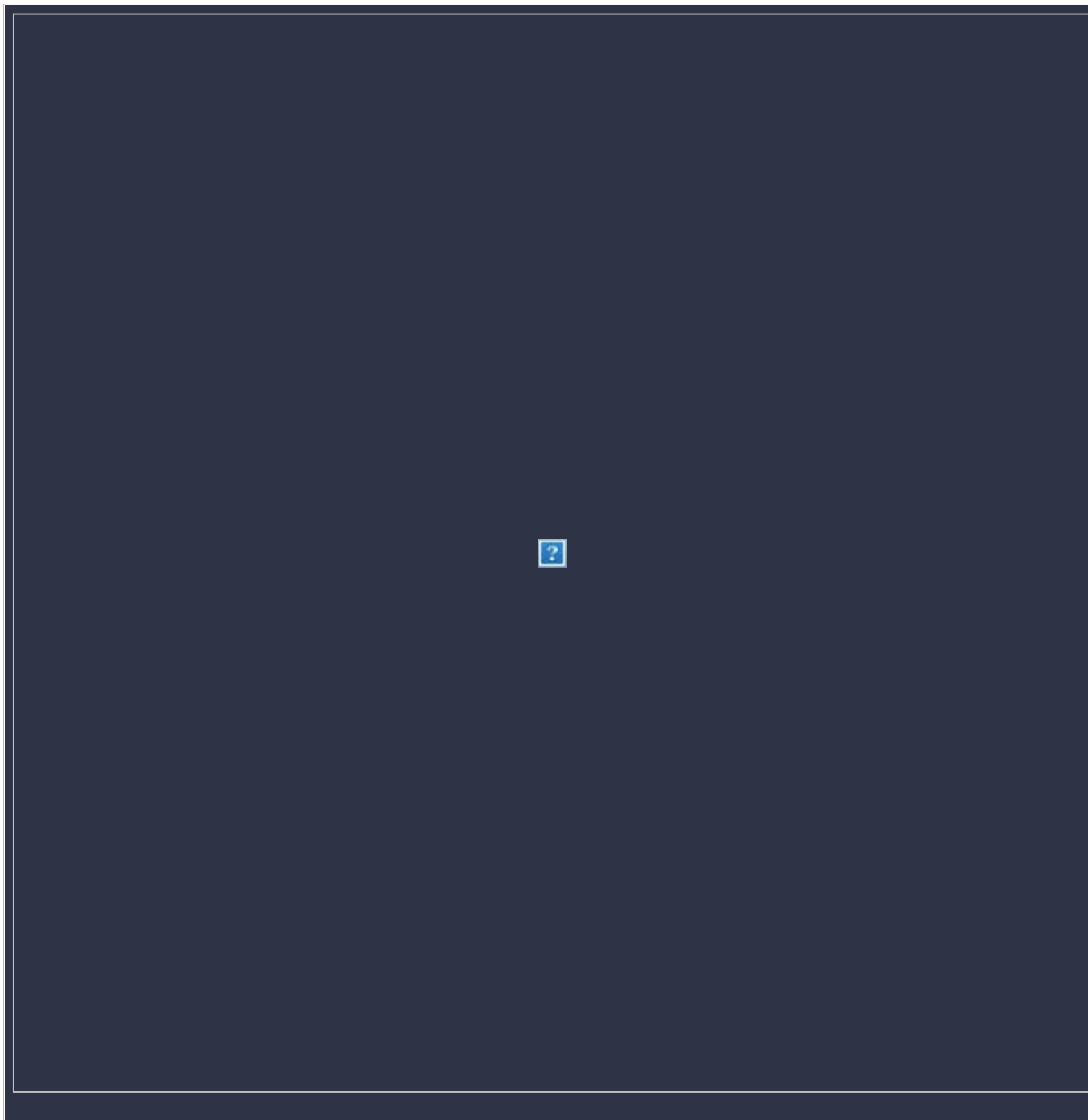


**From:** [New from Zócalo](#)  
**To:** [Kent Smith](#)  
**Subject:** Can Technology End the Drought?  
**Date:** Monday, July 27, 2015 3:06:49 AM

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## Nexus

### I'd Rather Do Almost Anything Than Go Trolling for Bras

But I Actually Enjoyed Taking My 12-Year-Old Daughter and Her Friends to the Mall

**BY MONA GABLE**

When my daughter was 12, she asked if I would take her and two friends shopping at the mall for "friendship bras."

Was this a brand I hadn't heard of? ...



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Tuesday, August 18, 2015, 7:30 p.m.

## Can We Engineer Our Way Out of the Drought?

A Zócalo/UCLA Event

Moderated by Margot Roosevelt, Economy Reporter, *Orange County Register*

California leaders have framed the response to the drought around water conservation and their new mandates to reduce local water use. But sometimes it seems like everyone in the state has an engineering solution that would mitigate the impact of water cuts, from Governor Jerry Brown's tunnels to William Shatner's idea of a water pipeline to Seattle. How can we separate rhetoric from reality when it comes to engineering solutions to water shortages? How much water can we save with drip irrigation, rainwater capture, or toilet-to-tap recycling? How much can we produce with desalination?

**Celeste Cantú**, general manager of the Santa Ana Watershed Project Authority, **Eric Hoek**, UCLA professor and CEO of Water Planet, **R. Rhodes Trussell**, chairman of Trussell Technologies, Inc., and **Madelyn Glickfeld**, of the UCLA Institute of the Environment and Sustainability, visit Zócalo to discuss whether engineering provides a way out of the water crisis, or whether that's just wishful thinking. [DETAILS](#)



## What It Means to Be American

### Springfield, Birthplace of the American Character

This Massachusetts City Has Gone From Farms to Drug-Ridden Streets, but Hope and Hard Work Still Guide Its Soul

BY MALCOLM GASKILL

According to official records, more than 150,000 people live in the city of Springfield, Massachusetts, but during a recent research trip there I didn't see many of them. The downtown streets were almost deserted. It seemed as if every other ...



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Wednesday, July 29, 2015, 7:30 p.m.

## Is Healthy Living Only for the Rich?

**LaVonna B. Lewis**, of the USC Price School of Public Policy, **Tracie McMillan**, author of *The American Way of Eating*, and **Roshan Bastani**, director of UCLA Kaiser Permanente Center for Health Equity, visit Zócalo to discuss why all Americans don't have an equal opportunity when it comes to their health, and what can be done to level this playing field. [DETAILS](#)

## Up For Discussion

### Why Can't We All Go to Fancy Yoga Classes?

Economic and Cultural Disparities Have Stacked the Deck Against Healthy Choices in

America. But It Doesn't Have to Be That Way

Americans have more ways to be healthy than ever before. Organic vegetables line grocery store shelves. Yoga studios crowd city streets. Fitbits remind us to skip the elevator and **Rocky Balboa** it up the stairs.

But just because all these waist-thinning options ...

[READ MORE](#)



## New at Zócalo

**Bluegrass Isn't Just for 'Toothless Hillbillies'** BY MARJORIE HERNANDEZ

**Rock Icon Eddie Van Halen** IN THE GREEN ROOM

**The Melancholy of Moving Back to the Desert** BY STEPHEN LINSTEADT

**The First Word I Learned in Sign Language was 'Kiss'** #myLAcommute

## Upcoming

**August 19** **What Is the Future of L.A.'s Transit?** WITH PHILLIP WASHINGTON

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